

# Position Description

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<b>Job Title</b>	Engagement and Partnerships Admin Officer
<b>Division</b>	Marketing and Engagement
<b>Reports to</b>	Head of Membership / Head of Partnerships

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## Summary

The Engagement and Partnerships Admin Officer is required to work collaboratively with the Marketing and Engagement team in responding to VFF member enquires and to ensure that all VFF divisions can access relevant member services information. This position is responsible for maintaining the Zoho CRM member database, managing all admin of members, providing updated member information to support the VFF, as well as the admin aspects of servicing the VFF's Partners.

The Engagement and Partnerships Admin Officer is responsible for a broad range of duties ranging from general administrative assistance to support day to day activities within the office. They are responsible for assisting in the administration of VFF commercial partnerships and facilitating relationships between VFF partners and VFF divisions, as well as planning and coordinating partnership meetings and events. The role will include liaising with key stakeholders and offering outstanding customer service to our partners; ensuring all partnership agreement benefits are delivered (eg sourcing copy, logos, content for their agreement deliverables); reporting on member uptake of benefits; delivering event and meeting logistics relevant to VFF partners; taking Minutes in meetings.

## Key Duties and Responsibilities

- a) Respond to member and non-member enquires in a timely, friendly and courteous manner and refer enquiries to the Policy team and/or other colleagues when appropriate. Similarly, ensure that any member enquiries referred from the Policy team and other VFF colleagues are resolved.
- b) Verify contact details during an enquiry and update the customer or member tracking system if required in Zoho.
- c) Prepare and distribute welcome letters and information kits to all new VFF members.
- d) Work with colleagues in developing and ensuring currency of appropriate information kits.

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- e) Work with VFF partners to collaboratively set performance benchmarks and metrics against which the partnership and specific campaigns and activations will be measured and reviewed.
  - f) Manage partnership cost centres against budgets with the Head of Partnerships.
  - g) Provide event reporting and support of branch activities as required in conjunction with the VFF Events Manager
  - h) Administer sponsorship, partnering and other event associated activities. Partnership activities include project coordination and administration, partner communication, coordinating digital content with colleagues to promote partnerships to members.
  - i) Manage administrative functions in the lead up to all events, including sponsors meeting deadline requirements, submitting attendees etc
  - j) Work with the Media and Communications Advisor and Design and Publications Coordinator and provide content for partner updates, content for E-News, Victorian Farmer, the VFF website and/ Head of Partnerships d emails.
  - k) Provide training to other VFF team members on the use of Zoho as required including facilitating Zoho CRM training sessions with new VFF employees as part of onboarding process
  - l) Implement regular reporting schedules to provide results to the Policy team and other departments on member contact volumes and interactions
  - m) Respond to member enquiries in line with the member enquiry triage process to respective business units, utilising available resources including Zoho.
  - n) Provide thorough information and effective support to internal and external stakeholders
  - o) Identify any potential issues with Zoho for resolution and/or escalation to relevant VFF staff
  - p) Identify potential process improvements for Zoho usage fit for purpose for the VFF. Create relevant documentation and implement with relevant staff
  - q) Ensure Zoho VFF Employee, Board and Committee structures reflect current VFF structure in Zoho
  - r) Provide assistance to the CFO, CEO and GMs in relation to invoicing and receipting processes, transactions and reporting as required also including in Zoho Books.
  - s) Ensure regular Zoho data quality checks are conducted and Zoho reflects relevant member information and any anomalies are rectified (e.g. no emails/mobile). Initiate processes for members to update their details in Zoho
  - t) Assist with member-based election related activities as required
  - u) Work with (external) Zoho Administrator and GMs as required in relation to data integrity of VFF information and any processes as required
  - v) Other duties as directed by the Head of Membership and Head of Partnerships and General Manager Marketing and Engagement

A commitment to the **VFF values** is required at all times by VFF Employees:

United	One voice, one team, one dream
Effective	Delivering on a clear strategy, clear goals and outcomes and communicating them
Professional	Treat others with respect, accountable, calm, skilled, honest, competent, positive, authentic, dedicated.
Connected	Collaborate across the organization, in touch with our members, their issues and needs, strong, clear networks with relevant external organisations
Innovative	Adaptable, modern, applying ideas across commodities, teams and members

This includes compliance with relevant VFF policies, including the Code of Conduct, Personal use of Social Media and Media Contact policies.

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## **Supervisory Responsibilities**

This role generally carries no responsibility for supervising subordinate staff.

## **Key Selection Criteria**

Experience and qualifications

- Tertiary qualifications in commerce, event management, marketing or communications and/or demonstrated experience in membership or partner management and stakeholder engagement
- Experience in an administration and/or customer service role
- Administrative experience with Zoho CRM would be advantageous
- Previous experience in a Membership based organisation would be highly regarded

Competencies

- Strong interpersonal and presentation skills and an ability to build and maintain both internal and external stakeholder relationships
- Excellent customer service skills
- Ability to work collaboratively, to prioritise work requirements, work autonomously when appropriate, consult appropriately and respond to direction as required
- Excellent organisational and time management skills, with an ability to manage multiple projects and prioritise competing tasks
- Strong oral and written communication skills, including well developed telephone skills
- A technical, logical thought process with good problem-solving skills
- Motivation and enthusiasm for talking to people in the rural sector, and an ability to communicate with a cross-section of people from farming communities.
- Well-developed numeracy skills.
- Excellent attention to detail
- Knowledge of data analysis and reporting
- Good understanding of basic IT and able to support first line queries in relation to VFF telephone handset functions, desktop technical equipment and printer/scanners
- Proficient in the use of Microsoft Word and Microsoft Excel.
- Ability to maintain confidentiality and trust with regard to sensitive material and information.

